



GE APPLIANCES
a Haier company

GE Appliances Introduces a Commercial-Style, Fully Integrated Refrigerator Line-Up

Nine New Models offers a luxury aesthetic and increased functionality across Monogram and CAFÉ brands

LOUISVILLE, Ky.- Jan. 31st, 2023 - GE Appliances (GEA), a Haier company, introduced the latest in its lineup of fully integrated refrigerators with bottom freezers across its [Monogram](#) and [CAFÉ](#) brands. Available in both French and Single Door configurations, these models sit flush with cabinetry and feature articulating hinges to create a high-end, modern look. Additionally, they boast a middle convertible drawer with multiple temperature settings and almost three cubic feet of capacity that can be customized based on what needs to be stored—from cold drinks to meat to ice cream.

These full-size refrigerators are expertly engineered with impeccable craftsmanship down to the finest detail to enhance customization. The Monogram and CAFÉ models go beyond superior food freshness with innovative features. For example:

- **TAILORED EXTERIOR APPEARANCE:** Consumers can choose a professional style stainless steel finish to complete their luxury kitchen design or add a custom panel to match their cabinetry in Monogram models. In addition, CAFÉ models offer customizable hardware to complement their kitchen interiors and reflect their personal tastes.
- **DETAILED INTERIOR:** Complement your kitchen's aesthetic with a stylish refrigerator that looks as beautiful on the interior as it does on the exterior, including soft close doors, copper detailing in CAFÉ models and glass front adjustable shelves in Monogram units.
- **LED LIGHTING:** Ramp-up LED interior lighting provides exceptional illumination throughout the fresh food compartment, accentuating the sophisticated interior and allowing you to easily see food in the refrigerator, reducing waste.
- **WI-FI CONNECTED:** The Wi-Fi connected refrigerator line-up allows you to wirelessly control refrigerator settings from your smartphone, using SmartHQ app

“We’re looking to bring sophistication and convenience to consumers with this new line-up of fully integrated refrigerators, said Rod Barry, director of product management for GE Appliances. “Whether consumers are looking for a seamless paneled aesthetic in Monogram or customizable hardware in CAFÉ, they will find an option that complements their design and style.”

These models are available now starting at a MSRP of \$9,999 for CAFÉ and \$11,140 for Monogram models when completed with stainless steel panel and handles.

To experience new refrigerator innovation firsthand and schedule a KBIS media tour, email GEAppliances@allisonpr.com.

About Monogram

For more than 30 years, the Monogram luxury appliance brand has been synonymous with impeccable craftsmanship and sophisticated design. Through artisan-inspired quality control and a relentless

commitment to innovation, Monogram offers unique kitchen solutions to discerning consumers. For more information about the Monogram brand and available products, visit Monogram.com and follow @MonogramAppliances on Instagram, Pinterest or YouTube to experience the #MarkofLuxury.

About CAFÉ™

As a leader in design choice and performance, CAFÉ™ appliances offers high quality coffee makers, dishwashers, ranges, ovens and refrigerators with elements inspired by the latest trends in fashion and design. The CAFÉ™ brand operates under GE Appliances, a Haier company. For the latest products, and more information, visit www.cafeappliances.com.

About GE Appliances

At GE Appliances we make the world a better place, and our team is committed to leading in the communities where we live and work. Today, our appliances are in 50 percent of all U.S. homes, and our business is committed to serving every family in the country. We are a purpose-rooted and passion-driven organization that believes there is always a better way. We manufacture and sell products under the Monogram®, Café™, GE Profile™, GE®, Haier, and Hotpoint™ brands. Our products include refrigerators, freezers, cooking products, dishwashers, washers, dryers, air conditioners and water filtration systems. For more information on our company, brands, and corporate citizenship, visit www.geappliancesco.com.